



CAA Roles and Responsibilities



Professional Enhancement....



Force Shaping...



Career Counseling...



Benefits/Entitlements....

CJRs/Reenlistment...



Changing the mindset Keeping the Name



- Move away from strict association with the R word.....
 - We are too visible and valuable to be locked to one subject.....
 - Can't hang hat on one word/stat
 - Too many immeasurable factors in decision
 - No high pressure sales on reenlistment
 - Focus on keeping the right people- 'Force Shaping'



Branching out



- Involved in many processes on an information dissemination level
 - CJR/Reenlistment: Should be a topic at all briefing opportunities regardless of audience. The people we speak to every day are either First Term Airmen or someone who supervises them.....
 - Force Shaping:
 - Coordinate briefings to involve your MPF experts when new information is released
 - Add new guidelines and information to your scheduled briefings as a aside note
 - Be part of the retraining loop- Be an avenue of info so when people are ready to submit an application, they have the requirements met
 - Always remind people the needs of the Air Force the final determining factor with few exceptions
 - Job Fairs- Be the catalyst behind a Quarterly Job Fair Program to highlight shortage AFSCs
 - Work with Employments Section at the MPF to identify the most needed areas and get real people to represent their career field at the Retraining Job Fair



Branching out cont...



- Professional Enhancement
 - The CAA will be the individual responsible to ensure there is a viable Professional Enhancement Program comprised of NCO PE and SNCO PE (minimum)
 - NCO PE designed for ALS + 3 years or greater
 - SNCO PE targeting newly selected MSgt population
 - Documentation of PE Completion in the CAA Briefing System Database
 - CAA can not do it alone: Build as a Facilitator of Seminars with TOP III volunteers and SMEs as expert instructors



Branching out cont...



- Benefits and Entitlements
 - Canned Brief for all audiences. Change the focus to fit your needs based on who you are engaged with
 - Broaden your audience
 - FTAC
 - ALS
 - Top III
 - Middle Managers
 - Spouses/ Family Support
 - Professional Orgs



Branching out cont...



- Supervisors need to learn how to talk to their people about the variety of technology driven avenues to information
 - Using the AFPC Website as a reference
 - How to Use the AF Portal
 - How to use myPay
- You are an avenue to the solution!
 - Just as we use the “schoolhouse weave” to emphasize the core values in BMT and Tech Training, we as CAAs can use the weave to teach use of technology driven assets to the literally thousands of people we contact each year



MPF Relationship



- We need to build strong relationships with our MPF experts
 - You need the most current information
 - They need you to brief correct information in an effort to educate the populace
 - Do not circumvent layers of supervision
 - If there are problems to be corrected, deal with immediate supervisors and afford them the opportunity to engage/fix
 - Work with the MPF Chief to ensure you are a helpful component in the distribution of information, not the lead agent all of the time
 - Just because you get a message pertaining to Force Shaping/CJRs/Reenlistments etc does not mean your MPF is prepared to deal with the implementation of the message. Every location has its unique mission challenges and you going out to the entire population is counter productive, creating a more difficult situation than necessary



Point of Interest



- You were specially selected to fill this position
 - You have a dramatic impact and play an important role in the lives of individual people in our Air Force
 - What YOU say and do (or do not do...) impacts the decisions made every day
 - Building better supervisors will ensure a better AF tomorrow



QUESTIONS...